## **WEWS**

## Flight Dates 09/18/12-09/24/12

Order Sep 00:20:00

Product Estimate # 1291

JHA - GE TV Cleveland 9.18-9.24 (:' Alt Order # 311239 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> 09/17/12 09/19/12 Order Type **GENERAL** Billing Contact Pam Newby

Billing Cycle EOM/EOC Advertiser Healy-Abrams / Democrat / (

> 4201 Bee Caves Road - Suite C-101 Billing Calendar BROADCAST

Austin, TX 78746

Demographic A35+ Agency **Davis Group (The)** 

**Rev Codes** POL POL CAND **Buying Contact** 

Sales Office EWSDC Product Codes PL

Sales Region NAT Priority P-2 4201 Bee Caves Road - Suite C-101

Advertiser Ref Agency Ref Austin, TX 78746

Start Date

## Primary Account Executive

**Daniel Baylog** 

ON YOUR SIDE

Account Executive Order% **End Date** Daniel Baylog 100%

Order Share 100% Market Value 15150

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

**Order Totals Billing Plan** 

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots **Net Amount Gross Amount** September 2012 15 \$12,877.50 \$15,150.00 0.00 08/27/12 09/24/12 15 \$12,877.50 \$15,150.00 Totals 15 \$12,877.50 \$15,150.00 0.00

											Tota	ls
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N 1 WEW	S 09/18/12	2 09/24/12	M-F GMC 6-7a M-F GMC 6-7a	СМ	6-7a	МГЖГБ	:15/:15	1	\$450.00 P-2	0.00 BK	1	\$450.00
<u>s</u>	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0	9/17/12	09/23/12	W	1	\$450.00	0.00						
Week: 0	9/24/12	09/30/12		0	\$0.00	0.00						
N 2 WEW	S 09/18/12	2 09/24/12	M-F GMA 7-9a	CM	7-9a	MTWTF	:15/:15	1	\$500.00 P-2	0.00 BK	1	\$500.00
			M-F GMA 7-9a									

Print Date: 09/24/12

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Contract / Revision 311239 Flight Dates 09/18/12-09/24/12 **Hiatus Dates** 

Original Date / Revision 09/17/12/ 09/19/12 Order Sep 00:20:00

Advertiser Healy-Abrams / Democrat / Product JHA - GE TV Cleveland 9.18 Estimate # 1291

Left   Ch   Start   End   Inventory Code   Break Start/End   Time   Days   Left   Spots   Rate   Pri   Rtg Type   Spots   Amount   N   2 WEWS   09/18/12   09/28/12   MF   GMA 7-9e   CM   7-9e   CM	In Ch	Ctort	End	Inventory Code	Prook	Stort/End Ti	ma Dava	lon Cn	oto Poto Pri	Dta Tuna	Tota	
Siart Date   Control   C				-				•				
Week: 09/17/12   09/23/12   09/24/12   MF 12-1230pm News CM   12-1p   MFWFF - 115/15   1 \$700.00 P-2   0.00 BK   2 \$1,500.00	N Z WEWS	03/10/1	2 03/24/12		Civi	1-3a	IVII VV I I	13/.13	1 φ300.001-2	0.00 BK	'	ψ500.00
N 3 WEWS 09/18/12 09/24/12   MFF 12-1230pm News CM   12-1230pm N	Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
N 3 WEWS 09/18/12 09/24/12   MFF 12-1230pm News CM   12-1p	Week: 09/17	7/12	09/23/12	F	1	\$500.00	0.00					
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Spots/Week   Spot	Week: 09/24	4/12	09/30/12		0	\$0.00						
Week: 09/17/12   09/23/12	N 3 WEWS (	09/18/1	2 09/24/12		News CM	12-1p	MTWTF-	- :15/:15	1 \$700.00 P-2	0.00 BK	2	\$1,500.00
Week: 09/24/12   09/30/12   M   1   \$800.00   0.00	Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
N 4 WEWS 09/8/12 09/24/12   M-F 6-630p News   CM   CM   CM   CM   CM   CM   CM   C				=								
M-F 6-630p News   M-F 6-630p News   Weekdays   Spots/Week   Rating   151,000.00   0.						\$800.00						
Week: 09/17/12   09/23/12   -T	N 4 WEWS (	09/18/1	2 09/24/12	•		6-630p	MTWTF-	- :15/:15	1 \$1,100.00 P-2	0.00 BK	2	\$2,400.00
Week: 09/24/12   09/20/12   M-F-7-30p	Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
N 5 WEWS 09/18/12 09/24/12   M-F 7-730p   CM 7-730p   MTWTF- :15/:15   1 \$900.00 P-2 0.00 BK   2 \$1,800.00				=			0.00					
T-730p The List				M	1	\$1,300.00						
Week: 09/24/12   09/23/12   09/24/12   09/	N 5 WEWS (	09/18/1	2 09/24/12	•	СМ	7-730p	MTWTF-	- :15/:15	1 \$900.00 P-2	0.00 BK	2	\$1,800.00
New   New	Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
N 6 WEWS 09/24/12 09/24/12 N=F 730-8P	Week: 09/17	7/12	09/23/12	W- F	2	\$900.00	0.00					
Table   Tabl	Week: 09/24	4/12	09/30/12		0	\$0.00	0.00					
Start Date   End Date   Weekdays   Spots/Week   Rate   Start Date   O9/30/12   O9/30/12   O9/24/12   O9/30/12   O9/24/12   O9/30/12   O9/24/12   O9/30/12   O9/30/1	N 6 WEWS	09/24/1	2 09/24/12	M-F 730-8P	CM	730-8p	M	- :15/:15	1 \$1,000.00 P-2	0.00 BK	1	\$1,000.00
Week: 09/24/12   09/30/12   M   1 \$1,000.00   0.00				730-8p Let's Ask	America							
N 7 WEWS   09/18/12   09/24/12   M-SU 11-1135P Late NeW   N-SU 11-113			End Date	Weekdays	Spots/Week		<u>Rating</u>					
M-SU 11-1135P Late New   Week: 09/17/12   End Date   Weekdays   Spots/Week   Rating   0.00	Week: 09/24	4/12	09/30/12	M	1	\$1,000.00						
Week: 09/17/12 Week: 09/23/12 09/23/12 09/30/12 09/3	N 7 WEWS (	09/18/1	2 09/24/12			11-1135p	- T F-	- :15/:15	2 \$2,200.00 P-2	0.00 BK	2	\$4,400.00
N 8 WEWS 09/18/12 09/30/12 0 \$0.00 0.00	Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
N 8 WEWS         09/18/12         09/24/12         M-F 1135p-1202a Nightlic         1135p-1207x         M-W         :15/:15         1         \$800.00 P-2         0.00 BK         2         \$2,100.00           Start Date Week: 09/17/12         End Date O9/23/12         Weekdays O9/18/12         Rate O9/23/12         Rate New O9/18/12         Rate O9/23/12         Rate O	Week: 09/17	7/12	09/23/12	- T F	2	\$2,200.00	0.00					
M-F 1135p-1202a Nightlir   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	Week: 09/24	4/12	09/30/12		0	\$0.00	0.00					
Week:         09/17/12         09/23/12        W         1         \$800.00         0.00           Spot         Ch Date Range         Description         Start/End Time         Weekdays         Length         Rate         Rtg         Type           1 VEWS 09/17/12-09/23/12 M-F 1135p-1202a Nightline         1135p-1207x        W:15/:15         (\$800.00)         0.00         BK           See MG 8.3 [hra/pol]         3 /EWS 09/20/12-09/21/12 M-F 1135p-1202a Nightline         1135p-1207x        ThF:15/:15         \$1,200.00         0.00         BK           Week:         09/24/12 09/30/12 M         1 \$900.00         0.00         N 9 WEWS 09/18/12 09/24/12 M-F 1202a-107a Jimmy & MTWTF- : 15/:15         2 \$500.00 P-2 0.00 BK         2 \$1,000.00 M-F 1202a-107a Jimmy K           Start Date         End Date         Weekdays Spots/Week         Rate         Rating Rating Rating New Medical Rating New Me	N 8 WEWS	09/18/1	2 09/24/12		-	1135p-1207x	M- W	- :15/:15	1 \$800.00 P-2	0.00 BK	2	\$2,100.00
Week: 09/17/12         09/23/12        W         1         \$800.00         0.00           Spot         Ch Date Range         Description         Start/End Time         Weekdays         Length         Rate         Rtg         Type           1 VEWS 09/17/12-09/23/12 M-F 1135p-1202a Nightline         1135p-1207x        W:15/:15         (\$800.00)         0.00         BK           See MG 8.3 [hra/pol]         3 /EWS 09/20/12-09/21/12 M-F 1135p-1202a Nightline         1135p-1207x        ThF:15/:15         \$1,200.00         0.00         BK           MG for 8.1 09/19 [level up]         Week: 09/24/12         09/30/12         M         1         \$900.00         0.00         N 9 WEWS 09/18/12 09/24/12         M-F 1202a-107a Jimmy KM         1202-107x         MTWTF- : 15/:15         2         \$500.00 P-2         0.00 BK         2         \$1,000.00           N 9 WEWS 09/17/12         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/17/12         09/23/12        W-F         2         \$500.00         0.00	Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
1 VEWS 09/17/12-09/23/12 M-F 1135p-1202a Nightline 1135p-1207xW:15/:15 (\$800.00) 0.00 BK See MG 8.3 [hra/pol] 3 /EWS 09/20/12-09/21/12 M-F 1135p-1202a Nightline 1135p-1207xThF:15/:15 \$1,200.00 0.00 BK MG for 8.1 09/19 [level up] Week: 09/24/12 09/30/12 M 1 \$900.00 0.00 N 9 WEWS 09/18/12 09/24/12 M-F 1202a-107a Jimmy &M 1202-107x MFWTF:15/:15 2 \$500.00 P-2 0.00 BK 2 \$1,000.00 M-F 1202a-107a Jimmy K  Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12W-F 2 \$500.00 0.00	Week: 09/17	7/12	09/23/12	W	1	\$800.00	0.00					
See MG 8.3 [hra/pol]         3 /EWS 09/20/12-09/21/12 M-F 1135p-1202a Nightline 1135p-1207x       ThF:15/:15 \$1,200.00 0.00 BK												
[hra/pol] 3 /EWS 09/20/12-09/21/12 M-F 1135p-1202a Nightline 1135p-1207x ThF: 15/:15 \$1,200.00 0.00 BK  MG for 8.1 09/19 [level up]  Week: 09/24/12 09/30/12 M 1 \$900.00 0.00  N 9 WEWS 09/18/12 09/24/12 M-F 1202a-107a Jimmy &M 1202-107x MFWFF: 15/:15 2 \$500.00 P-2 0.00 BK  Start Date End Date Weekdays Spots/Week Rate Rating  Week: 09/17/12 09/23/12 Veekdays Spots/Week Rating  Week: 09/17/12 09/23/12 Veekdays Spots/Week Rating  Onco No				1-F 1135p-1202a N	lightline 1135	5p-1207x		W	- :15/:15 <del>(\$800.00)</del>	0.00 <i>BK</i>		
			1									
[level up] Week: 09/24/12				I-F 1135p-1202a N	ightline 1135	5p-1207x		ThF	-:15/:15 \$1,200.00	0.00 BK		
Week: 09/24/12       09/30/12       M       1       \$900.00       0.00         N 9 WEWS 09/18/12 09/24/12       M-F 1202a-107a Jimmy &M       1202-107x       MTWTF:15/:15       2       \$500.00 P-2       0.00 BK       2       \$1,000.00 M-F 1202a-107a Jimmy K         Start Date Week: 09/17/12       End Date 09/23/12       Weekdays Spots/Week Rate 2 \$500.00       Rating 0.00         Week: 09/17/12       09/23/12       W- F       2       \$500.00       0.00			09/19									
N 9 WEWS 09/18/12 09/24/12 M-F 1202a-107a Jimmy &M 1202-107x MTWTF:15/:15 2 \$500.00 P-2 0.00 BK 2 \$1,000.00 M-F 1202a-107a Jimmy K  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/17/12 09/23/12   W-F 2 \$500.00 0.00	-											
M-F 1202a-107a Jimmy K <u>Start Date</u>						-						
Week: 09/17/12 09/23/12 W- F 2 \$500.00 0.00	N 9 WEWS (	09/18/1	2 09/24/12		,	1202-107x	MTWTF-	- :15/:15	2 \$500.00 P-2	0.00 BK	2	\$1,000.00
Week: 09/17/12 09/23/12 W- F 2 \$500.00 0.00	<u>St</u> art	Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12 0 \$0.00 0.00	Week: 09/17	7/12	09/23/12	W- F		\$500.00	0.00					
	Week: 09/24	4/12	09/30/12		0	\$0.00	0.00					

Totals 15 \$15,150.00